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Welcome!

9 Media & PR Insights & Trends Impacting Greater Miami & Miami Beach



The pandemic-induced haze is starting to lift from the travel industry

1

Travel sentiment is high among North American travelers

2

What Factor is More Important than COVID? Rising Costs and Inflation with Crime also a Rising Concern...

3

High Demand Vs Resource Shortages



Insights that are shaping the travel media landscape

4

Outlets are spinning off, shutting down and/or reinventing themselves

5

Staffing models continue to lean on contractors and freelancers

6

Press trips take precedence over in-person events

7

Blurred lines between traditional media and influencers



_nattytp TRAVEL TUESDAY: A FEW TIPS FOR FAMILY TRAVEL

Save & Share

Whether you're taking the whole brood on a long flight, heading to the slopes or looking forward to a city break, family travel requires a little extra planning.

Here are a few tips to make things smoother:

Book Early

Prices tend to climb the closer you get to your ideal departure date, especially if you're looking to travel over national holidays or March Break. Booking early—at least six months ahead—is a great way to save money, while securing the travel dates, times and location you want.

Travel light

While it's tempting to pack all of your family's creature comforts, try to resist. Not only could you get stuck paying extra baggage fees, but you'll also have to drag all that heavy cargo through the airport and then on to your accommodation. Call ahead to see what goodies are available at your destination (some places offer everything from toiletries and laundry services to book borrowing and cribs).

with Natalie Preddie

_nattytp

Message



1,944 posts

13.9K followers

6,053 following

Natalie Preddie she

📱: Travel Expert - @cityline @yourmorning @morningshowca @chch_morninglive @breakfasttelevision

💻: Freelance Travel Writer

👤: #Mixedrace Boy Mama x3

www.washingtonpost.com/travel/2022/06/23/canada-black-history-museums



7

Example: Integrated Media Natalie Preddie

Part Journalist- Part
Content Creator





Topics Being Covered Today

Topics Being Covered Today

8

Sustainability – Eco and Economical



Adventure Travel



Family Trips



A Shift to Qualitative Measurement

9



amec

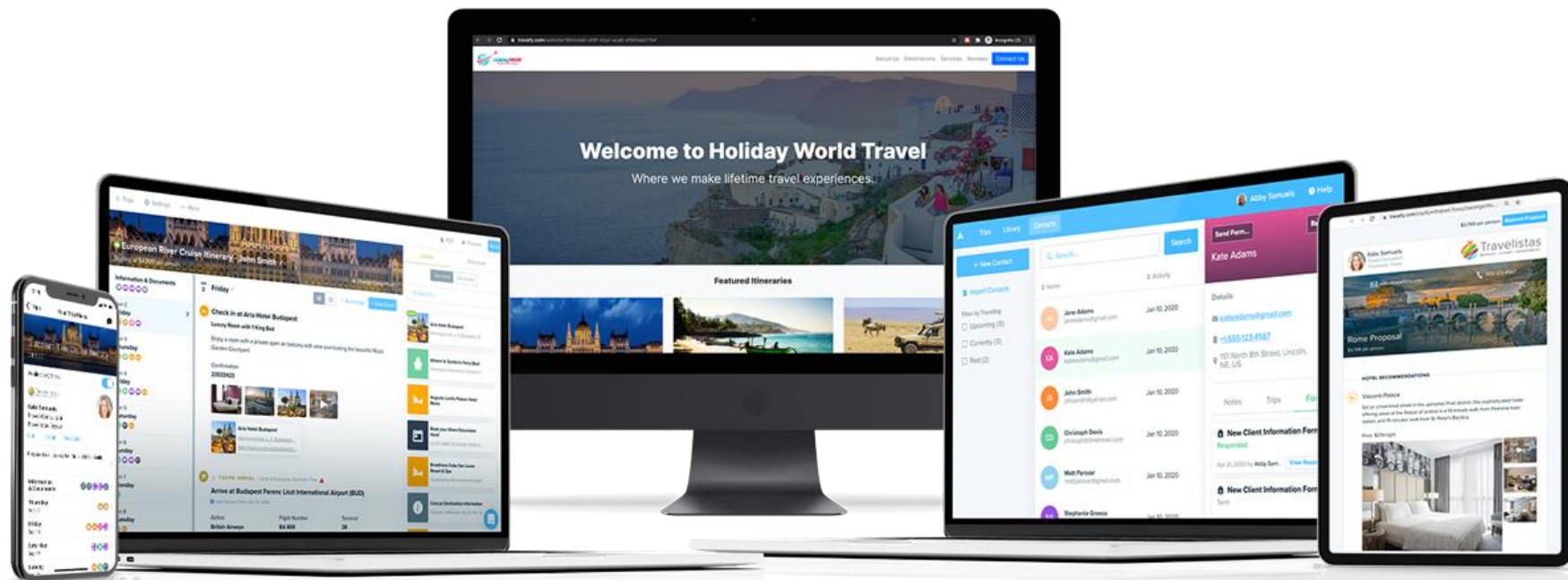
PR Tools to Maximize Marketing for Greater Miami & Miami Beach



1

ITINERARY MANAGEMENT

Travefy to Simplify the Visiting Journalist Program



PR Tools to Measure Results: Traditional & Social Media





Traditional Media

Quantitative Measurement

1 **What:** Online UVM, Print Circulation

2 **How:** Muck Rack & other tools

Qualitative Measurement

3 **What:** Key messages, focus, outlet

4 **How:** Qualitative measurement scorecard

Scorecard

EARNED MEDIA SCORING SYSTEM

Tier (Outlet Type)	Points	Type of Mention	Points	Key Messages	Points	Call To Action	Points	Tone	Points	Other	Points
Tier 1: Most Wanted Media List	30	Feature Story	30	3 or more statements	20	Call To Action	5	Positive	5	Value-added components (i.e. multiple partners are mentioned, client name is in the headline, there's a call to action etc.)	1 to 10
		Round-Up / Byline	20	2	15			Neutral	2		
Tier 2: Not on Most wanted Media List	20	Quote(s) only	10	1	10	No Call To Action	0	Negative	0		
TOTAL MAXIMUM POINTS POSSIBLE											100



Ravi Round The World 🌈✈️🌍

71

📷 Posts

4.6K

♡ Eng.

83.5K

📢 Reach



♡ 938 💬 149 ▶ 14.6K 📷

In him👀🙄🙄🙄🙄🙄 #gay #pride
#gaypride #pridemonth
#homophobe #troll #nottodaysatan
#lgbtq #que...

06/09/22 📌



♡ 49 💬 4 🎵

MIAMI crushes it! From the drag
shows to the nude beaches to the
herstory to the SUN! This city rocks
my world. Who...

06/08/22 📌



📌 7 🐦

Check out my Vlog of MIAMI! It's
EVERYTHING lgbtq travel with GORG
beaches, thriving night...

06/08/22 📌

Social Media

1

What: Impressions,
reach,
engagement

2

How: Klear

Social Media

Our Handles



VisitMiami



MiamiandBeaches



MiamiandBeaches



MiamiandBeaches



MiamiandMiamiBeach.com

Social Media Trends

1

Social Media Trends- Video Focused Content

2

Social Media Content Creators

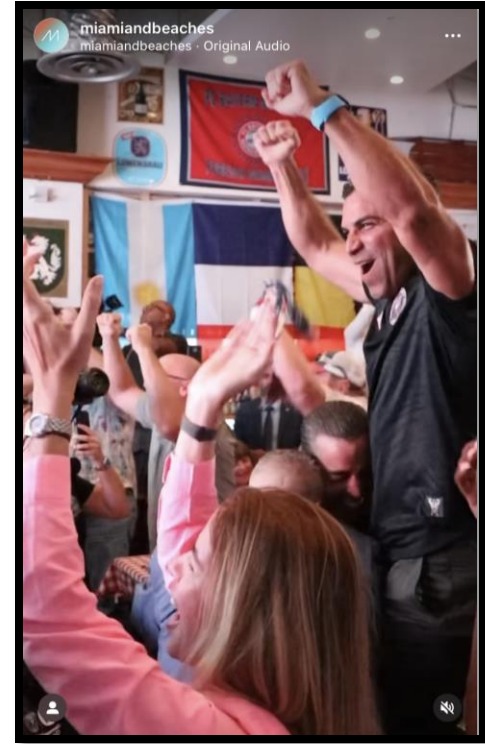
3

Personalization of The Brand- User Generated Content

Social Media Trends- Video Focused Content



- Video has become the preferred method of content consumed on Social Media
- Typically, short bite sized forms of video have proven to be most effective
- The GMCVB has incorporated new and old video clips to create new video content for our platforms.
- TikTok has become a new focal point where we believe the majority of our social media video efforts will reside



Differences between Influencers & Content Creators



Influencers: Capitalize their social media following to influence their following to buy a certain product from a brand.

Content Creators: Influence following through content creation that both informs and entertains.

User Generated Content



User generated content allows us to provide content that is way more personable than a standard image of a building, beach or ocean view.

Our audience is looking for an experience and the best way to showcase experience is by displaying the experience in action.



How to work with the GMCVB's Communication Team



How to work with the **Social Media** department

1

Sharing

2

Site Visits for new openings – tag us or send footage

3

Social Media Collaborations



How to work with the **Media Relations** department

1

Media Leads: Contribute Content and Updates by responding to solicitations put out through our Media Leads

2

Collaborate with the GMCVB on press visits by responding to media leads or inquiries from team

3

Collaborate with the GMCVB on partner sponsored press visits

MEDIA OPPORTUNITY



Freelance Writer (Forbes, Thrillist and More) Seeks Host Accommodation Invitations to Breweries, Rooftop and Other Attractions in Exchange for Editorial Coverage - July 1-3

The GMCVB Communications Team is currently assisting [Jared Ranahan](#), who will be visiting the destination (October 19-21) to do research for potential editorial coverage for Forbes (70,312,447 UVM), Thrillist (7,262,741 UVM), USA Today 10Best (1,248,625 UVM), and other publications, to highlight cool summer hangout spots and where to stay across Miami and Miami Beach.

The writer is seeking **host accommodation** – 1 room, 2 nights (July 1-3) – as well as **invitations to breweries, rooftops** and **other activities** for review in this coverage.

In exchange for hosting the writer, partners can expect to receive mention in potentially **Forbes, Thrillist, USA Today 10Best**, and **other** feature articles.

Offers for Media/Content Creators Visits

[Sign in to Google](#) to save your progress. [Learn more](#)

* Required

Email *

Your email

Type of Offer *

- ☐ Accommodation
- ☐ Restaurant
- ☐ Attraction
- ☐ Other

Name of product offer (i.e. hotel name) *

Your answer

Description of product offer *

Your answer



4

Participate in-market Media Missions

5

Participate in the GMCVB's VIP Attraction Pass

6

If participating in the Temptations Program, provide gift certificates to visiting media

7

Submit calendar listings to Calendar@GMCVB.com for the website, media pitching, newsletters, etc.

Contact Us!

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Questions & Discussion